

## ORDER



**Orders**  
**Order / Rev:** 708028  
**Alt Order #:** 06288387  
**Product Desc:** NFIB - 8/20-9/9  
**Estimate:**  
**Flight Dates:** 08/21/12 - 09/05/12  
**Original Date / Rev:** 08/20/12 / 08/20/12  
**Order Type:** Political

**Primary AE:** Alex Lavin  
**Sales Office:** T-LA  
**Sales Region:** NAT

**Agency**  
**Name:** Target Enterprises/ POL  
**Buying Contact:**  
**Billing Contact:**  
 15260 Ventura Blvd, Suite 1240  
 Sherman Oaks, CA 91403

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** National Federation of Independent B  
**Demographic:** A50+  
**Product Codes:** IS-Issue/Non Ballot  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	11	\$29,700.00	\$25,245.00
08/27/12	09/05/12	17	\$44,500.00	\$37,825.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	11	\$29,700.00	\$25,245.00	0.00
September 2012	17	\$44,500.00	\$37,825.00	0.00
<b>Totals</b>	<b>28</b>	<b>\$74,200.00</b>	<b>\$63,070.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin	T-LA	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	08/21/12	08/24/12	Price Is Right Price Is Right	CM	11a-12p	- TWTF - -	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -		4				\$1,200.00		0.00			
E 2	WTSP	08/27/12	08/31/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF - -	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF - -		5				\$1,200.00		0.00			
E 3	WTSP	09/04/12	09/05/12	Price Is Right Price Is Right	CM	11a-12p	- TW - - -	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TW - - -		2				\$1,200.00		0.00			
E 4	WTSP	08/23/12	08/23/12	Thu Prime C Person of Interest	CM	Thu 10-11p	- - - T - - -	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - T - - -		1				\$8,000.00		0.00			
E 5	WTSP	08/31/12	08/31/12	Fri Prime B CSI: NY	CM	Fri 9-10p	- - - - F - -	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- - - - F - -		1				\$6,000.00		0.00			
E 6	WTSP	08/31/12	08/31/12	Fri Prime C Blue Bloods	CM	Fri 10-11p	- - - - F - -	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 708028  
Alt Order #: 06288387  
Flight Dates: 08/21/12 - 09/05/12

Advertiser: National Federation of Independent Busi  
Product Desc: NFIB - 8/20-9/9  
Estimate:

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WTSP	08/31/12	08/31/12	Fri Prime C Blue Bloods	CM	Fri 10-11p	----F--	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/27/12	09/02/12	----F--		1			\$6,000.00			0.00			
E 7	WTSP	08/26/12	09/02/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$6,500.00	P-3	0.00	NM	2	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1			\$6,500.00			0.00			
	Week:	08/27/12	09/02/12	-----S		1			\$6,500.00			0.00			
E 8	WTSP	08/21/12	08/24/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	-TWTF--	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	-TWTF--		3			\$1,800.00			0.00			
E 9	WTSP	08/27/12	08/31/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--		3			\$1,800.00			0.00			
E 10	WTSP	08/21/12	08/24/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	-TWTF--	1:00	1	\$3,600.00	P-3	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	-TWTF--		1			\$3,600.00			0.00			
E 11	WTSP	08/27/12	08/31/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	1:00	2	\$3,600.00	P-3	0.00	NM	2	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--		2			\$3,600.00			0.00			
E 12	WTSP	09/04/12	09/05/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	-TW----	1:00	1	\$3,600.00	P-3	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-TW----		1			\$3,600.00			0.00			
E 13	WTSP	08/26/12	09/02/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$1,400.00	P-3	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1			\$1,400.00			0.00			
	Week:	08/27/12	09/02/12	-----S		1			\$1,400.00			0.00			
Totals														28	\$74,200.00